

# The Ogden Automobile Dealers

## GOOD ROADS

By F. K. BULL.

President J. I. CASE T. M. CO.  
Have you ever stopped to think that you, Mr. Automobile Owner, can do a lot to help along the good roads movement and preserve the surface of the highways, without so much as donating a cent towards their upkeep?

I do not mean that you are to be exempt from doing your share towards helping solve the problem of good roads, for the future great advantage of the gasoline propelled vehicle will lie in the pleasures and business advantages gained in traveling, from town to town, city to city, and state to state.

In this article I have been asked to deal with the tourist or auto owner who knows not the meaning of the word economy in using country roads. Or I might better put it by saying that I have been asked to call the attention of the auto owner and truck driver to their wonderful lack of appreciation of good roads.

When an automobile owner or driver strikes a piece of bad road, he surely realizes it and in a muffled way at least expresses dissatisfaction. Very often however he is responsible for its condition.

When the year of 1914 opens why not make a resolution that you will do your little share towards preserving the good roads and helping the bad ones?

The first and most important lesson in preservation of the highways found in the motto adopted by one of the good road clubs in Texas, which reads as follows: "Don't drive in the rut."

Examples innumerable in all parts of the country might be recited in this article where fine pieces of highway or a trans-state road in its entirety, has been destroyed by automobilists who insist in traveling on exactly the same lines as the other fellow.

How often have you seen a well-oiled country road in fairly good condition or a new section of highway just built become almost impassable by constant usage of a rut that was first marked by the initial car to travel over it.

Last fall I made a trip from Racine, Wis., to San Francisco, Cal., to test out three new touring models and to inspect the country highways in the northwest. On several occasions I ran upon stretches of road that would be today as fine as any in the country had the tourist or driver of the gasoline-propelled vehicle as well as the resident of the rural district who still swears by his horse and buggy, cared to exercise economy in the use of the highway placed at his disposal by the county or state or as in some instance by money donated by residents along the road.

I recall vividly one piece of road on the Pacific coast where the ruts were as deep as the rails of a steam road and high and worn as though they were moulded there. Each tourist that came along, and there are thousands of them every year in that section, had followed right in the path of the original car and one of the best sections of highways we traveled over in our 4000 mile trip was consequently all but impassable.

Almost without an exception every piece of good road in the country is sooner or later destroyed by this same carelessness on the part of the owner or his chauffeur. Six inches of a road that is often 12 feet wide is called upon to stand the strain of all the machines that pass over it.

After these ruts are started and the surface has been broken through, the chuck holes and dust holes come and

in rainy seasons you have the water to contend with which softens the surface and decreases the efficiency of the material used in making the road.

"Don't drive in the rut" would be a splendid motto for all automobilists to adopt and then live up to. It would save thousands of dollars annually in the building of roads, increase the pleasure of the tourist many fold and in the end save the automobile—Advertisement.

## AN OPEN LETTER

Woonsocket, South Dakota.

March 25, 1914.  
J. I. Case T. M. Co.,  
Mitchell, S. D.

Gentlemen: I wish to advise you as to the service one of your 1911 Automobiles has given.

The car was originally purchased by a Mr. Art Crocker and put to use in stage and mail service between Woonsocket, South Dakota, and Woonsocket, a distance of seventeen and one-half miles. Since this car started it has not missed a trip with the exception of a few days when weather and roads were such that it was impossible to run it.

I purchased the car from Mr. Crocker in May, 1913, and since April 1, 1913, it hasn't missed a trip regardless of weather and road conditions. I am glad to be able to advise you that the car has been driven in all over 100,000 miles.

Haven't spent anything on motor or transmission, repairs, etc. The motor has same valves, piston, rings, etc., as when it left your factory.

We have hauled all the mail each day in addition to passengers. Have had as many as nine traveling salesman and their grips beside myself. It is a regular thing to haul 5 or 6 men and their grips besides myself. This for a 5-passenger "30" Automobile. I consider remarkable. If I ever have use for another car you can bank on it being a Case. However, my old car is good for several years yet, as with a little paint, etc., I'll have a new car.

Yours truly,

LEE B. ROBESON.  
P. S.—Hauled 5 men and their grips and an extra heavy mail both ways today.—Advertisement.

## NEAL INSTITUTE IN OGDEN

Something About Institution for the Treatment of Alcohol and Drug Addictions.

LOCATED ON 25TH ST.

Australian Government Adopts Neal System After Thorough Investigation of All Treatments—Edward Seydel Is Manager Here.

Ogden is the location of one of the more than sixty life-saving institutions, as the men in charge often refer to them, known as Neal Institutes. The Neal Institute of Ogden, is located at 663 Twenty-fifth street and is in charge of Edward Seydel, manager, and A. L. Meek, treasurer, also a resident physician. All of these men have been connected with Neal Institutes here or elsewhere for a number of years, in fact are perhaps the most experienced men in the conduct of the business.

Neal Institutes, as is pretty generally known, are institutions for the treatment of alcohol and drug addiction. The Neal treatment, known as the three-day cure, is the system used. There are sixty Neal Institutes in this country, Canada and Australia, and in the latter country the system has been adopted by the government, after a thorough investigation of all the known systems for treatment of drunk and drug habits.

These institutes are established on a voluntary basis, and are under the management of Dr. Benjamin Neal, owner of the formula, and the contracts safeguard the interest of the patient by the strictest guarantees. The managers must show they have the proper kind of building, properly equipped and must be men of integrity and fully prepared to carry out their agreements financially and otherwise.

Every convenience for the comfort and care of patients must be provided. Regularly licensed, experienced physicians and competent attendants are in charge. Patients have their own private rooms. The utmost privacy is maintained if the patient so desires. Meals are served in the patient's rooms and their physical needs are supplied in every way desired. They are not necessarily obliged to remain in their rooms, but may become acquainted and mingle with other patients if they choose. In fact the three days' stay usually required is made as pleasant as a first-class private home, and so far as outward appearances are concerned that is all there is to the institute, for it has often occurred that those living in the neighborhood do not even know that an institute is being conducted. The Neal Institute of Ogden is admirably located, being a fourteen-room structure, strictly modern and as well adapted for the purpose as if especially built.

While the purpose of the institute is especially for the treatment of alcohol addiction, drug addictions are also treated. A business man who had taken the Neal Treatment wrote a detailed description of his treatment and its results. Perhaps no part of his experience more clearly indicated that the supreme satisfaction of himself and those dependent upon him than the following: "In the afternoon my wife came in to see me. She not only wanted to see how I was getting along, but she wanted to question the doctor about me, and the treat-

ment. Everything she saw and heard pleased her, and I think she went away happier than she had been for years."

One of the noticeable things about those who have taken the treatment is not only that they lose their appetite for liquor, but their appetites become normal as to food while the natural liking for sweets, usually absent in the drinker, returns.

The local institute is very conveniently furnished, has large, well lighted rooms, heat, bath rooms and a comfortable office. Mr. Seydel, the manager, was at one time connected with the institute in Salt Lake City and he and his assistants have perhaps had more experience than any other men in the business.

THE NEAL INSTITUTE,  
Ogden, Utah,  
663 Twenty-fifth Street,  
PHONE 100.  
(Advertisement)

## EARLY PIONEERS OF '49

The old pioneer days of '49, the stage coach and the days of the "prairie schooners" have long since passed, yet we cannot read of the early west, or hear an "old timer" tell of the first Californian gold miners and pioneers without feeling a thrill of interest and a desire to have seen those days ourselves, but there is still the chance of having these days return through the medium of the moving picture, which either has or will, depict every phase of the early west.

We will have the opportunity of seeing miles of the old time "Prairie Schooners," ox teams, and the complete old caravan equipment of the days of '49, when the six thousand foot roof of "One Hundred Years of Mormonism" appears at the Globe on tomorrow. This film is bristling with the old romance, history hardships and struggles of some twenty thousand Mormons on their pilgrimage westward from the state of Ohio to the Great Salt Lake valley of Utah. (Advertisement)

## WHAT IT COSTS TO RUN A FORD

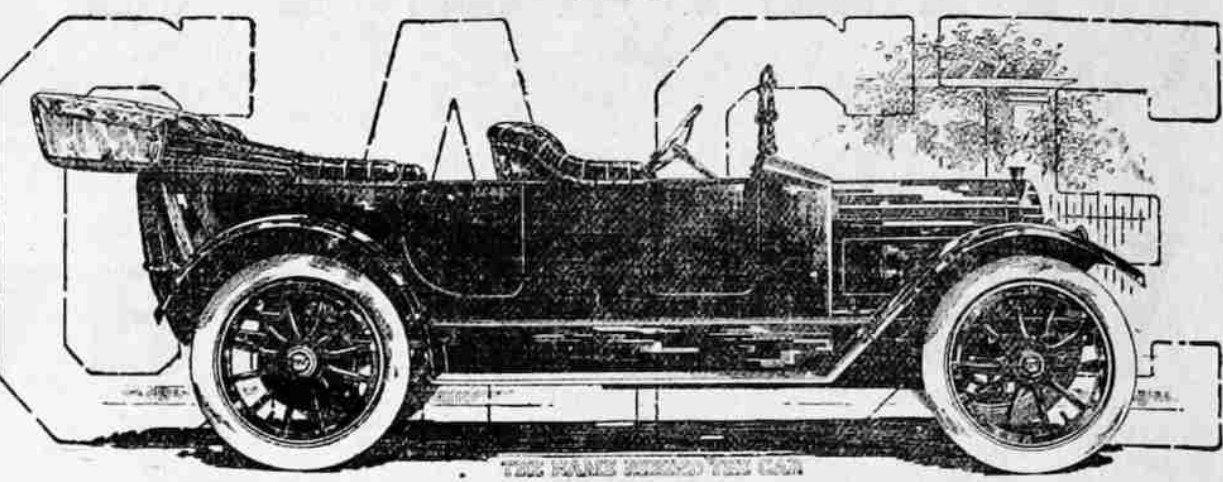
Detroit, Mich., May 9.—To the man inclined to believe that motor car travel is still somewhat of a luxury, figures recently secured from more than three hundred owners in Cleveland, showing conclusively that it costs on the average a cent and a half a mile to drive one well known type of car in that city, should prove interesting.

At present there are more than fifteen hundred owners of Ford cars in Cleveland. Of this number three hundred seventeen had owned their cars an average of nine and a half months, and had kept careful and complete record of the cost entailed. Each of the three hundred and seventeen owners had driven his car an average distance of five thousand two hundred seventy-three miles. Each had carried a load of approximately four hundred forty-four pounds (three persons) the entire distance.

It cost an average of \$55.02 for gasoline per car for the nine and one-half months service. The average expense for lubricating oil during the same period was \$6.28. The average

## The Sign of Quality

# Case 25



### ASK A CASE OWNER

#### NOTICE THE EQUIPMENT

Westinghouse electric starting and lighting equipment; Warner odometer; eight day clock; electric vibrator horn; extra tire on rim, with tire cover, carried in rear; two extra inner tubes; Weed tire chains; motor top; dust hood; side curtains folded in top, quickly adjusted from seats; all lamps electric; work light on long wire; rain vision ventilating wind shield; robe rail; tools; tire repair kit; jack, etc.

Price \$1350 f. o. b. Ogden.

## OGDEN CARRIAGE CO.

1549 Wash. Ave.

Call for a Demonstration.

Phone 1026-W.

## Mechanics—BACK to the BICYCLE

The trolleys to your work cost about \$60 a year—\$150 in three years—A good bicycle will save \$140 in that time and still be good for years to come. More than that, it saves time, and time means money—more work, more pay, more play, more rest. Punctuality leads to promotion. Also, the bicycle saves doctor's bills and gives you a lot of healthy fun for nothing.



Before you buy, at least compare the Iver Johnson with other makes—compare the finish (five coats of baked and hand rubbed enamel on ours); take them apart and compare the machine work, temper and design of bearings; try each and compare the riding qualities; note the rigidity of our Truss Bridge Frame—the absence of friction and binding. Drop in and talk it over.

PROUDFIT SPORTING GOODS CO.  
Twenty-fourth and Hudson.

Our "Ray Scout" is a very high grade "Rust" Bicycle.



## IVER JOHNSON

## Instantaneous Tire Service

Our idea of conducting a business like this is not to furnish you with any old tire any old time. We give you the Goodyear No-Rim-Cut tire, and we do it right on the spot. No monkeying or fooling. We have your size in stock. Can put four handsome Goodyear tires on your car in just a few minutes. And we defy any tire dealer in America to do a better job.

## Why We Push Goodyear No-Rim-Cut Tires

We want every customer of ours to get the very utmost tire mileage. For that reason we push Goodyear No-Rim-Cut tires.

We've found the Goodyear No-Rim-Cut has several advantages and NO disadvantages. For instance, the Goodyear No-Rim-Cut tire won't rim-cut. Nor will it pinch and tear the tube. Many tires do. The Goodyear doesn't because it has 126 flat-braded piano wires in the bead, which hold it snug against the tire rim. No chance for the tube to get in between rim and edge of tire and thus be pinched.

Furthermore, the Goodyear tire is least likely to blow out. It is final-cured—under actual road conditions, on inflated air-bags shaped like inner tubes. This smoothes out the plies of fabric perfectly. No hidden wrinkles in fabric to weaken and blow out. This process costs the Goodyear people \$1,500 daily—just to save blow-out ruin.

And you'll find the Goodyear mighty easy to take off. That "helps." Nobody wants to waste time and muscle pulling a tire off the rim.

Our profit on a Goodyear tire is less than the dealer's profit on some tires. Our gain comes in selling more tires and in winning a friend with each sale.

The price we get for Goodyear tires is as low as motorists pay for ordinary tires.

## No Charge for Inspecting Your Tires

We want you to get all possible mileage out of your present tires before buying new ones. Drive up in front and let us make an inspection. There are lots of inexpensive ways to prolong the life of a tire. We will be glad to discuss them with you. No charge for this.

BROWNING AUTOMOBILE & SUPPLY CO.  
2450 Grant Ave. Telephone 2281.

## RECOMMENDATION LIFE IMPRISONMENT

Provo, May 8.—Adula Ail, the defendant in the murder case now on trial in the Fourth district court, today took the witness stand in his own behalf and denied having killed Joe Lavalla. He testified that at the time he and Bakstasi (the other defendant already convicted and who was a witness against Ail) were talking to Lavalla, he (Ail) left before Bakstasi did, and that after he had walked a short distance and

around a curve he heard a shot fired. Shortly thereafter Bakstasi came along and witness asked him about the shot. Bakstasi denied there had been a shot, and said Ail must have imagined it. Ail also denied having had any gun or guns, and that he had thrown them away.

The case was argued by District Attorney J. H. McDonald for the state and by Attorneys George P. Parker and Jacob Coleman for the defense, and this afternoon at 3:15 o'clock it was given to the jury following the instructions of Judge A. B. Morgan. The jury later returned a verdict

of guilty with a recommendation of life imprisonment.

STOLE FROM PETER; SOLD TO PAUL.  
Kemmerer, Wyo., May 8.—Marsha McMinn arrested Fred Joyce last evening for stealing meat from the Arcade restaurant and selling it to the Opera House cafe. As a result Joyce is now a boarder at the "Hotel McMinn" for thirty days. Pete Neary also received ten days for "panhandling" on the streets.

Read the Classified Ads.



## SAVE TIME, TROUBLE AND MONEY

by sending your car here whenever repairs are needed. Don't tinker with it yourself. You are likely to do more harm than good. Besides, you have neither the facilities or the experience. We have both.

JOST BROS., 2093 Wash. Phone 688-W.



## BECKER'S BEST

### BEER—THE NATIONAL BEVERAGE

### PASTEUR, THE EMINENT SCIENTIST

earnestly advocated the use of beer. He knew the value of its health-giving properties. You will know, too, if you try BECKER'S BEST. Try it today—you'll insist on it tomorrow.

Phone your local dealer for a case.

Order from your local dealer

Becker Brewing & Maltting Co.  
Ogden, Utah